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PATENT APPLICATION

UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	
Bentolila, et al.	
Application No.: 10/043,714	
Filed: January 9, 2002	
Mark:	April 13, 2004
SYSTEM, METHOD, AND SOFTWARE APPLICATION FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTER	Irvine, California 92612

**NOTICE OF CHANGE OF ADDRESS AND
ASSOCIATE POWER OF ATTORNEY**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Kenneth L. Sherman, the attorney of record, has changed his address and requests that the U.S. Patent and Trademark Office change its records in the subject file to reflect the new address as follows:

Kenneth L. Sherman, Esq.
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Please address all further communications for this matter to the above-referenced address.

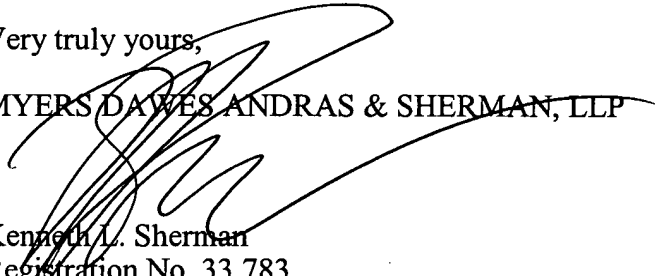
Furthermore, I, Kenneth L. Sherman, Esq., hereby appoint, Richard L. Myers, Reg. No. 26,490, Daniel L. Dawes, Reg. No. 27,123, Joseph C. Andras, Reg. No. 33,469, David L. Henty,

Reg. No. 31,323, John W. Eldredge, Reg. No. 37,613, Vic Y. Lin, Reg. No. 43,754, and Timothy W. Fitzwilliam, Reg. No. 46,439, whose address is Myers Dawes Andras & Sherman, LLP 19900 MacArthur Blvd., Eleventh Floor, Irvine, California 92612, as Associate Attorneys in the above entitled application. This power includes authority to prosecute this application, to make alterations and amendments therein, and to transact all business in the Patent and Trademark Office connected therein.

Please charge any additional fees to our Deposit Account No. 01-1960. An additional copy of this letter is enclosed for that purpose.

Very truly yours,

MYERS DAWES ANDRAS & SHERMAN, LLP


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CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria VA 22313-1450 on 4-15-04

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